2 Minnesota ZIPs

Minnesota Department of Employment & Economic Development (DEED)

EMPLOYMENT AND ECONOMIC DEVELOPMENT

332 Minnesota Street
Suite E200
Saint Paul, Minnesota 55101

Contents

Report Parameters 1
Economy Overview 2
Historic & Projected Trends 4
Population Characteristics 6
Inbound and Outbound Migration 8
Industry Characteristics 10
Business Characteristics 16
Workforce Characteristics 17
Educational Pipeline 22

Report Parameters

2 ZIPs

56401	Brainerd, MN (in Crow Wing county)
56425	Baxter, MN (in Crow Wing county)

Class of Worker

QCEW Employees, Non-QCEW Employees, and Self-Employed

The information in this report pertains to the chosen geographical areas.

Economy Overview

37,715

Population (2020)

Population **grew by 1,771** over the last 5 years and is projected to **grow by 2,015** over the next 5 years.

21,083

Total Regional Employment

Jobs **decreased by 681** over the last 5 years but are projected to **grow by 576** over the next 5 years.

$52.0K

Avg. Earnings Per Job (2020)

Regional average earnings per job are **$20.0K below** the national average earnings of $72.0K per job.

Takeaways

- As of 2020 the region's population **increased by 4.9%** since 2015, growing by 1,771. Population is expected to **increase by 5.3%** between 2020 and 2025, adding 2,015.
- From 2015 to 2020, jobs **declined by 3.1%** in 2 Minnesota ZIPs from 21,763 to **21,083**. This change **fell short of the national growth rate of 1.3% by 4.4%**. Labor force data is not available for 2 Minnesota ZIPs.
- There is no education attainment data for 2 Minnesota ZIPs.
- The top three industries in 2020 are Restaurants and Other Eating Places, Individual and Family Services, and Education and Hospitals (Local Government).

	Population (2020)	Labor Force (2020)	Jobs (2020)	Cost of Living	GRP	Imports	Exports
Region	37,715	N/A	21,083	98.6	$1.86B	$2.36B	$2.28B
Nation	330,591,441	159,724,262	160,385,413	100.0	$20.70T	$0	$9.99T

2020 Labor Force Breakdown

Population breakdown data is not available at the ZIP level. Please choose a different region to see this data.

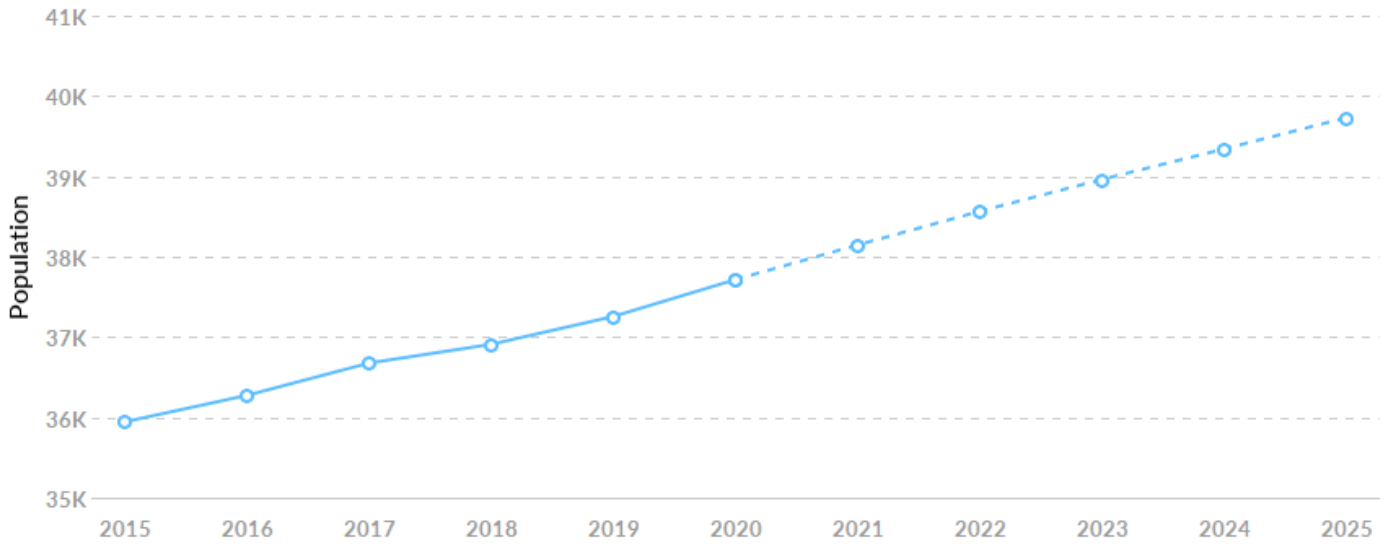
Educational Attainment

Educational attainment data is not available at the ZIP level. Please choose a different region to see this data.

Historic & Projected Trends

Population Trends

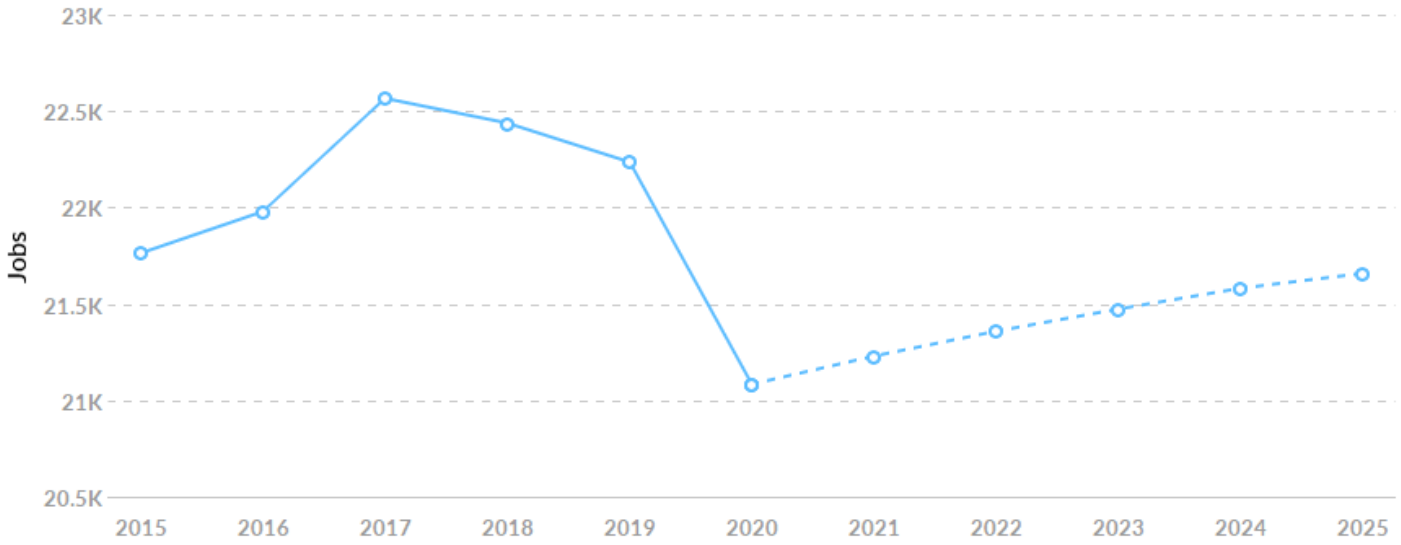
As of 2020 the region's population **increased by 4.9%** since 2015, growing by 1,771. Population is expected to **increase by 5.3%** between 2020 and 2025, adding 2,015.



Timeframe	Population
2015	35,944
2016	36,274
2017	36,676
2018	36,909
2019	37,256
2020	37,715
2021	38,146
2022	38,565
2023	38,962
2024	39,341
2025	39,730

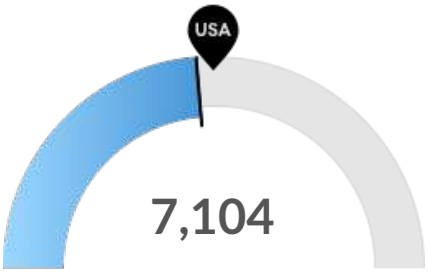
Job Trends

From 2015 to 2020, jobs **declined by 3.1%** in 2 Minnesota ZIPs from 21,763 to **21,083**. This change **fell short of the national growth rate of 1.3% by 4.4%**.



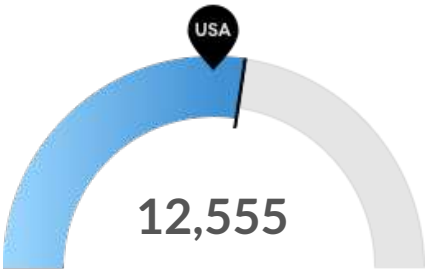
Timeframe	Jobs
2015	21,763
2016	21,979
2017	22,566
2018	22,438
2019	22,236
2020	21,083
2021	21,229
2022	21,358
2023	21,473
2024	21,581
2025	21,658

Population Characteristics



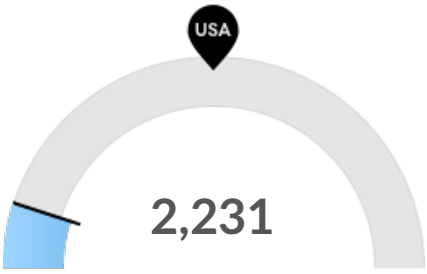
Millennials

Your area has 7,104 millennials (ages 25-39). The national average for an area this size is 7,682.



Retiring Soon

Retirement risk is high in your area. The national average for an area this size is 10,954 people 55 or older, while there are 12,555 here.



Racial Diversity

Racial diversity is low in your area. The national average for an area this size is 14,861 racially diverse people, while there are 2,231 here.

Veterans

Veterans data is not available at the ZIP level. Please choose a different region level to see this data.

Violent Crime

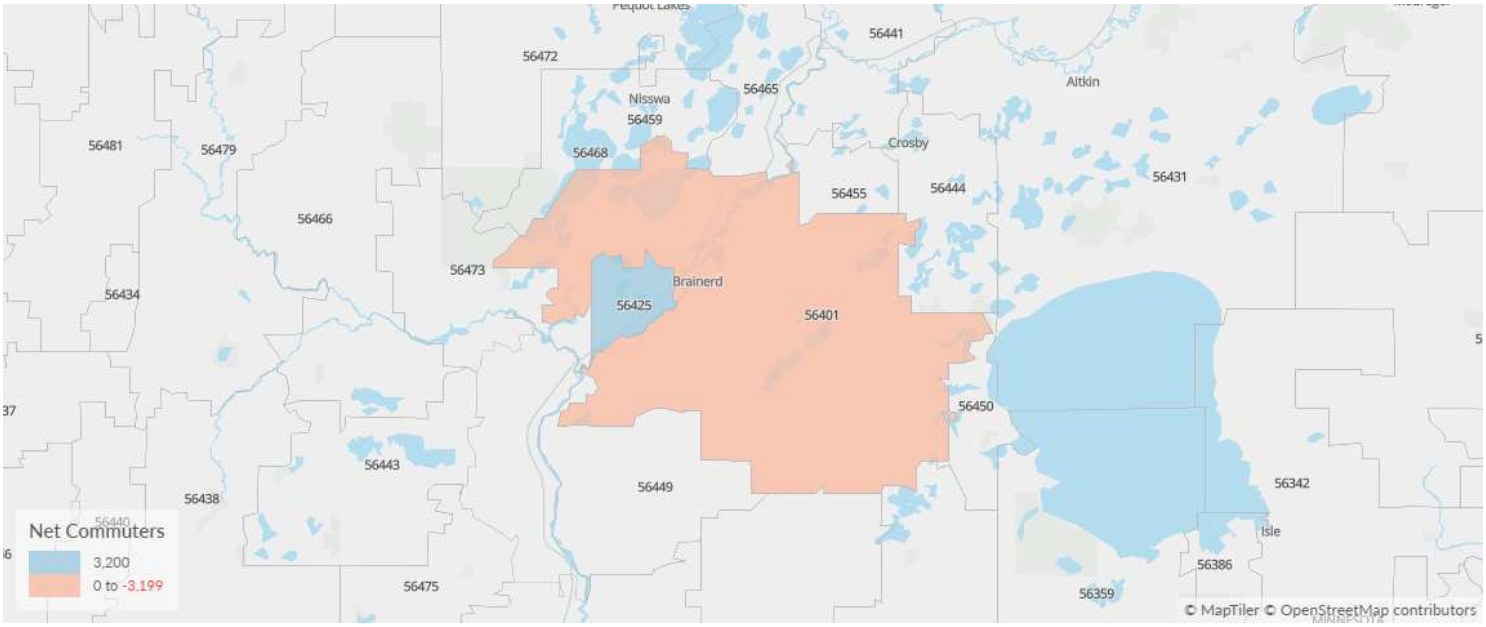
Crime data is not available at the ZIP level. Please choose a different region level to see this data.

Property Crime

Crime data is not available at the ZIP level. Please choose a different region level to see this data.

Place of Work vs Place of Residence

Understanding where talent in the region currently works compared to where talent lives can help you optimize site decisions.



Where Talent Works

ZIP	Name	2020 Employment
56401	Brainerd, MN (in Crow ...	13,932
56425	Baxter, MN (in Crow Wi...	7,151

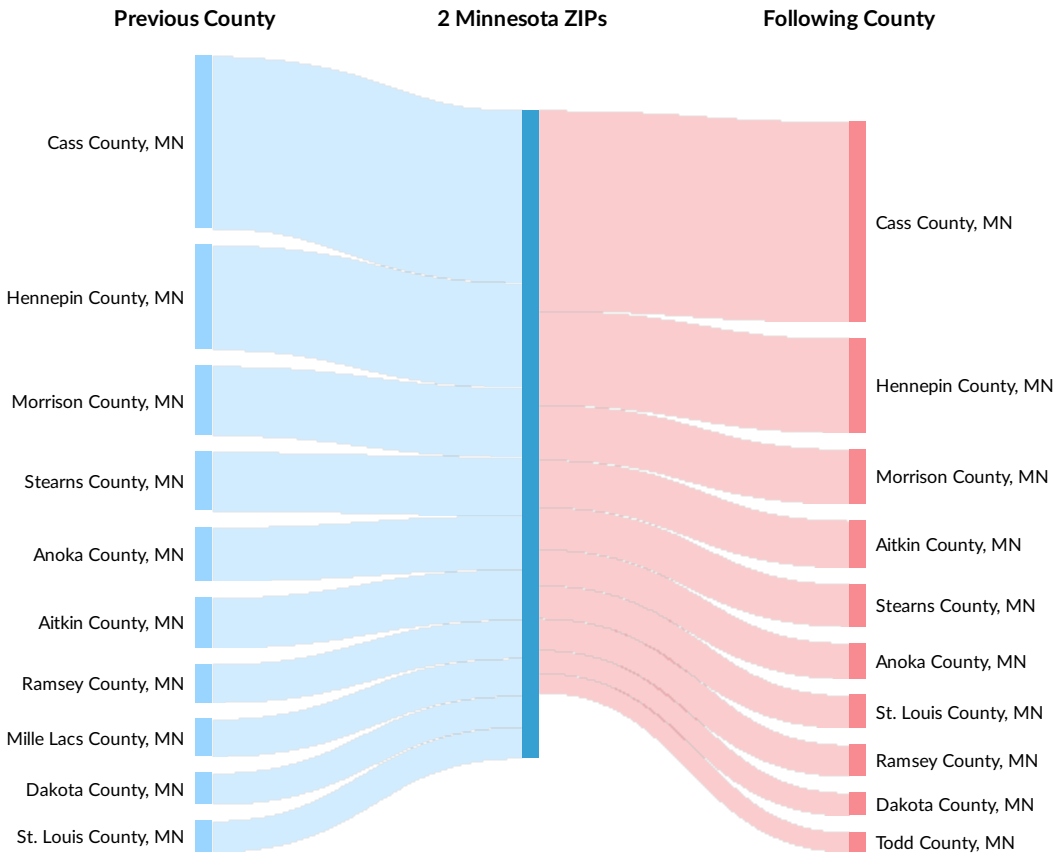
Where Talent Lives

ZIP	Name	2020 Workers
56401	Brainerd, MN (in Crow ...	13,978
56425	Baxter, MN (in Crow Wi...	3,951

Inbound and Outbound Migration

The table below analyzes past and current residents of 2 Minnesota ZIPs. The left column shows residents of other counties migrating to 2 Minnesota ZIPs. The right column shows residents migrating from 2 Minnesota ZIPs to other counties.

As of 2019, 361 people have migrated from Cass County, MN to 2 Minnesota ZIPs. In the same year, 420 people left 2 Minnesota ZIPs migrating to Cass County, MN. The total Net Migration for 2 Minnesota ZIPs in 2018 was 415.



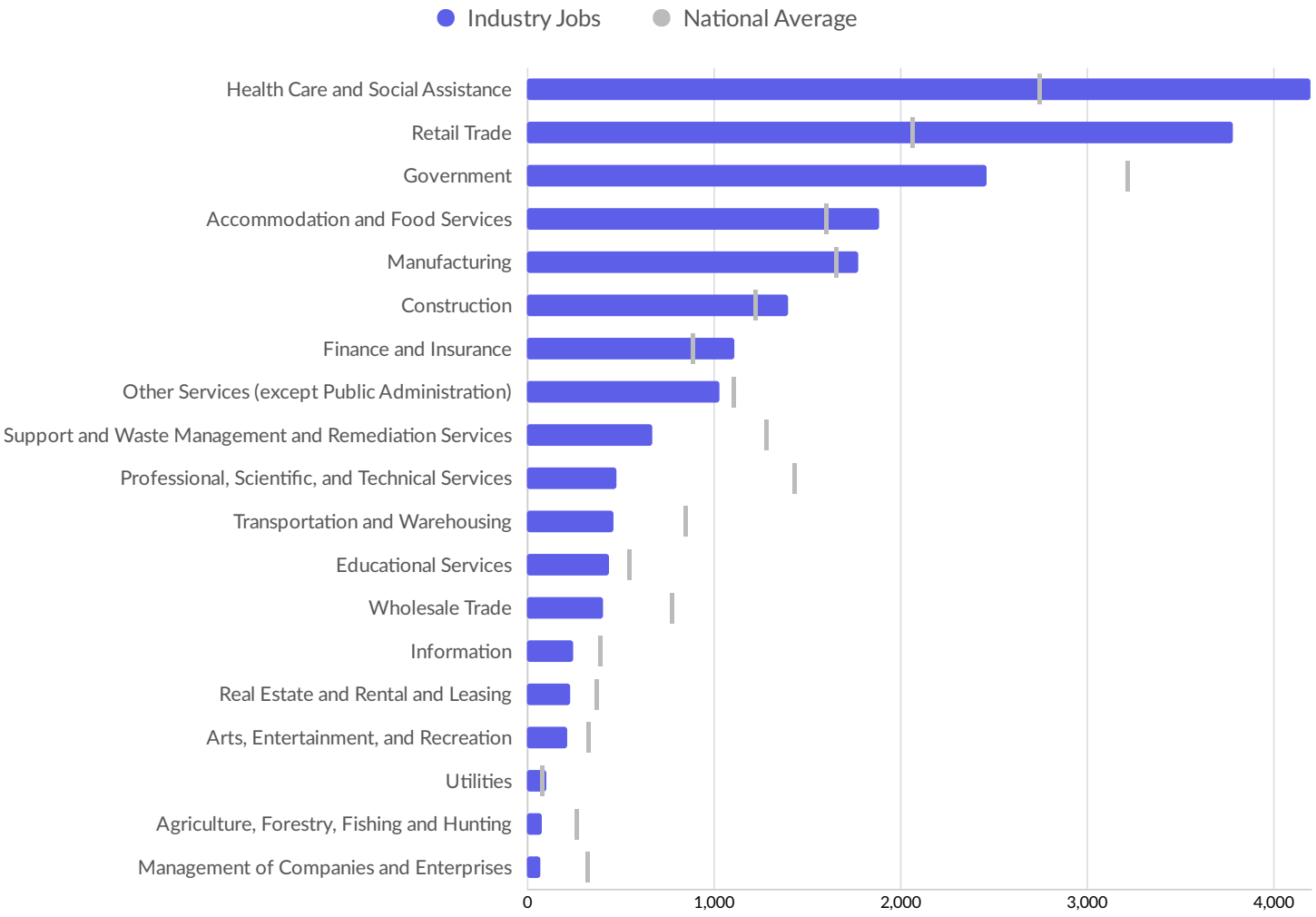
Top Previous Counties	Migrations
Cass County, MN	361
Hennepin County, MN	219
Morrison County, MN	145
Stearns County, MN	123
Anoka County, MN	113
Aitkin County, MN	105

Top Previous Counties	Migrations
Ramsey County, MN	81
Mille Lacs County, MN	79
Dakota County, MN	66
St. Louis County, MN	65
Sherburne County, MN	58
Wright County, MN	51
Benton County, MN	42
Washington County, MN	41
Maricopa County, AZ	38

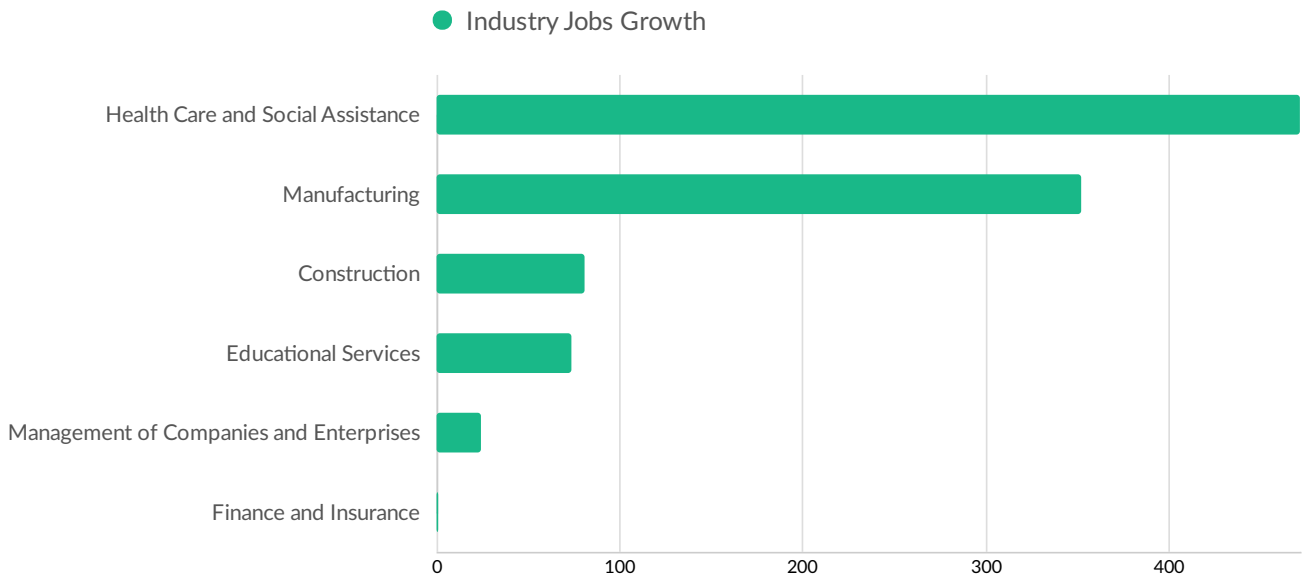
Top Following Counties	Migrations
Cass County, MN	420
Hennepin County, MN	198
Morrison County, MN	115
Aitkin County, MN	99
Stearns County, MN	89
Anoka County, MN	75
St. Louis County, MN	69
Ramsey County, MN	66
Dakota County, MN	48
Todd County, MN	41
Benton County, MN	41
Mille Lacs County, MN	41
Sherburne County, MN	39
Maricopa County, AZ	38
Wright County, MN	36

Industry Characteristics

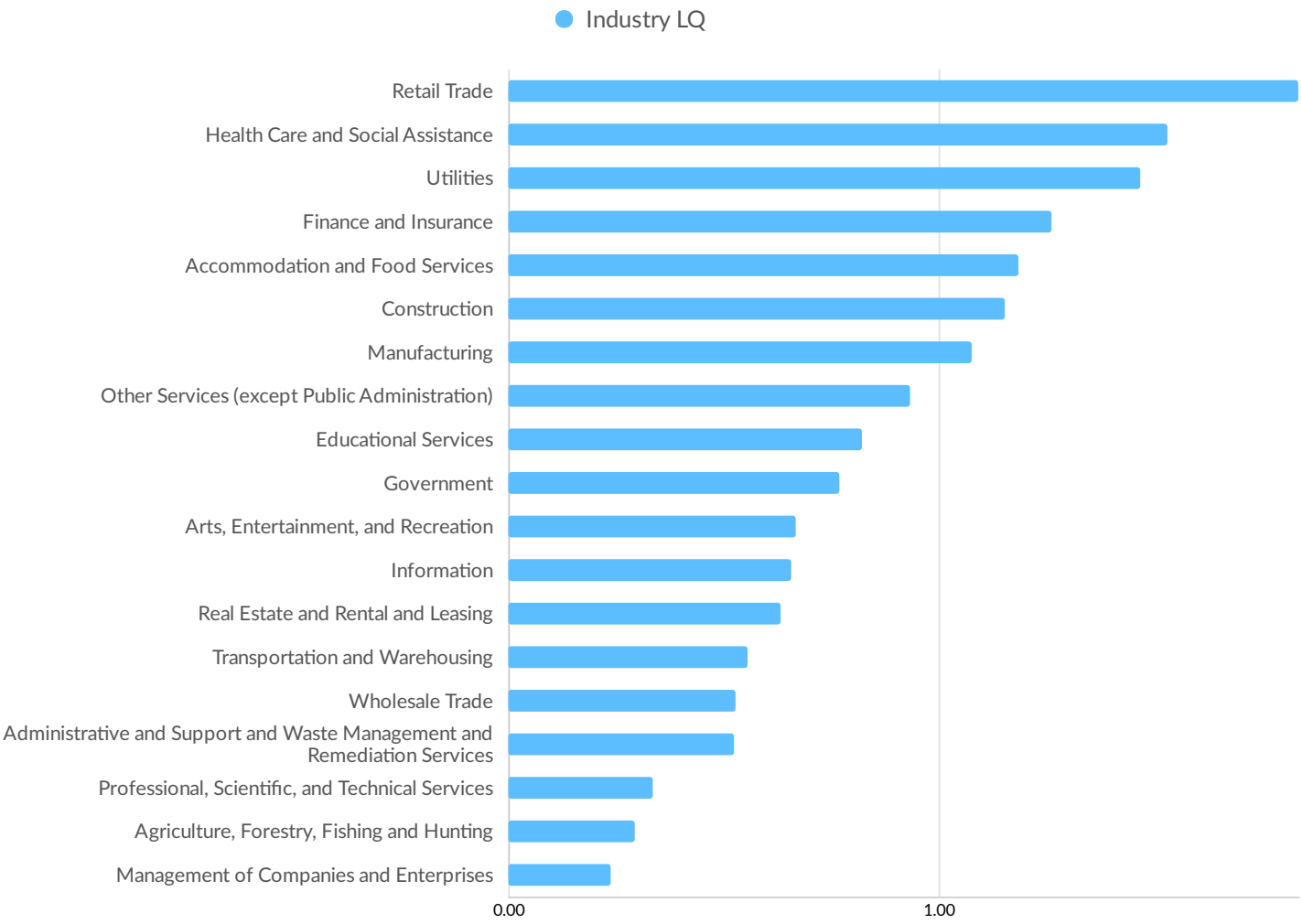
Largest Industries



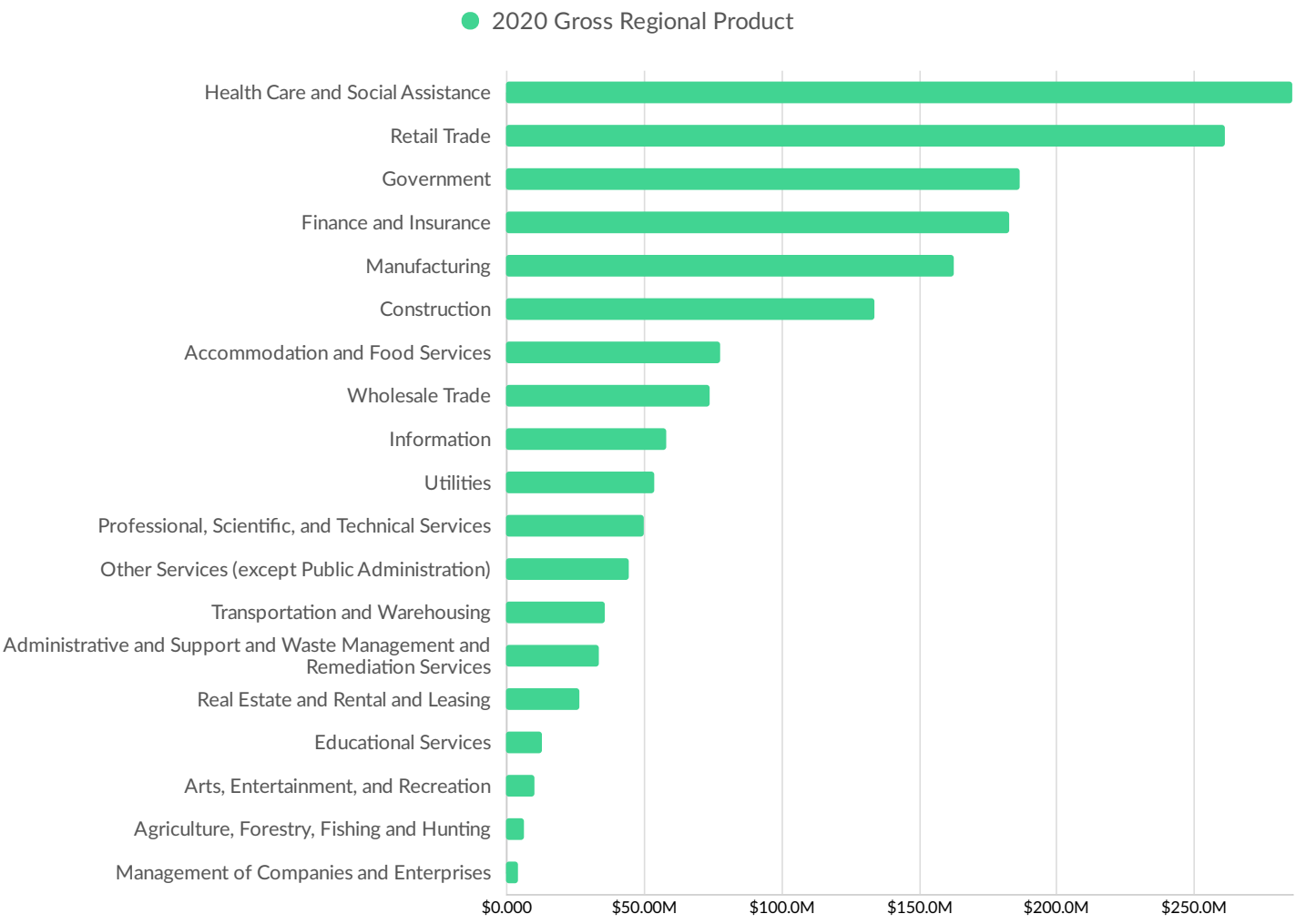
Top Growing Industries



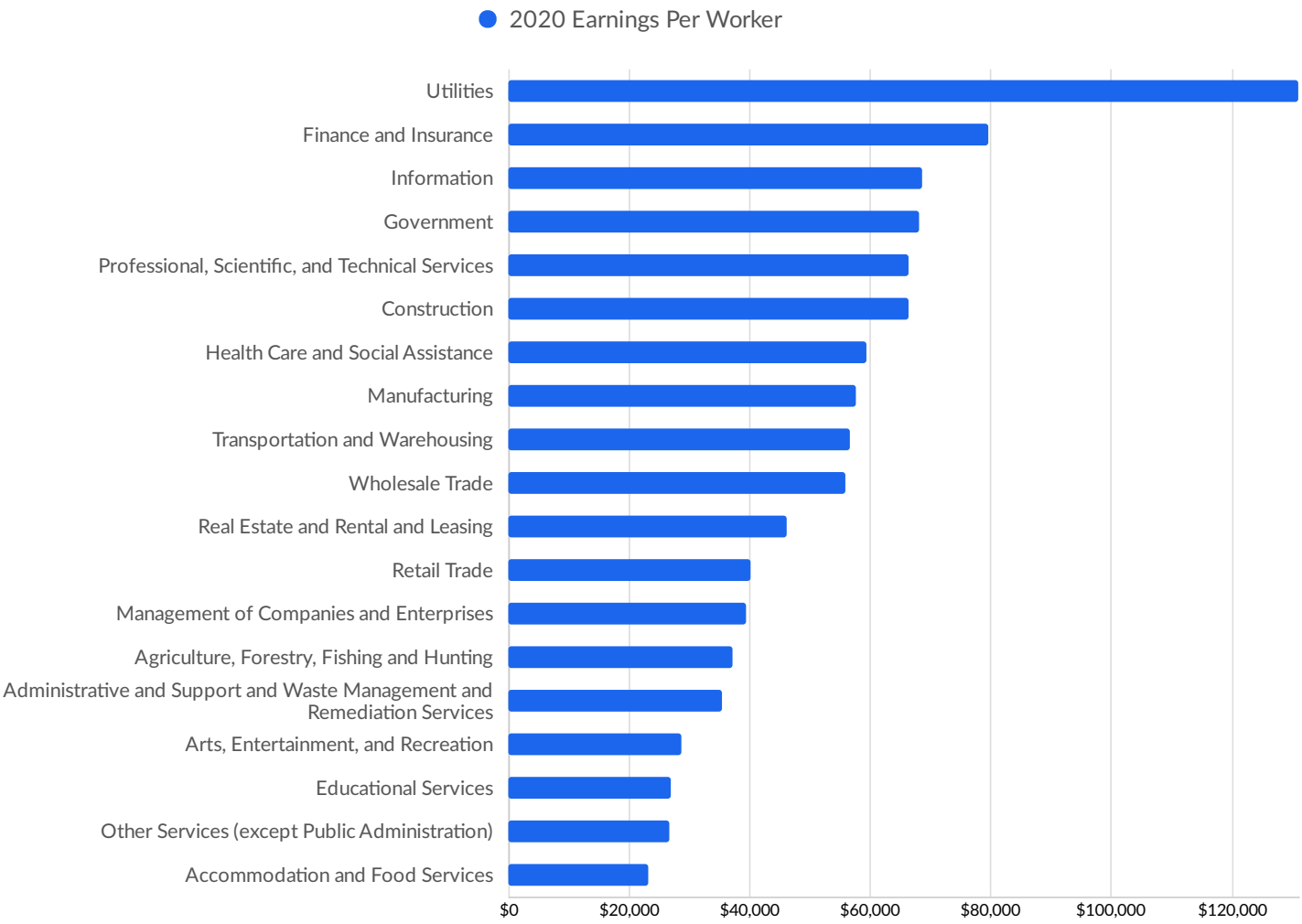
Top Industry LQ



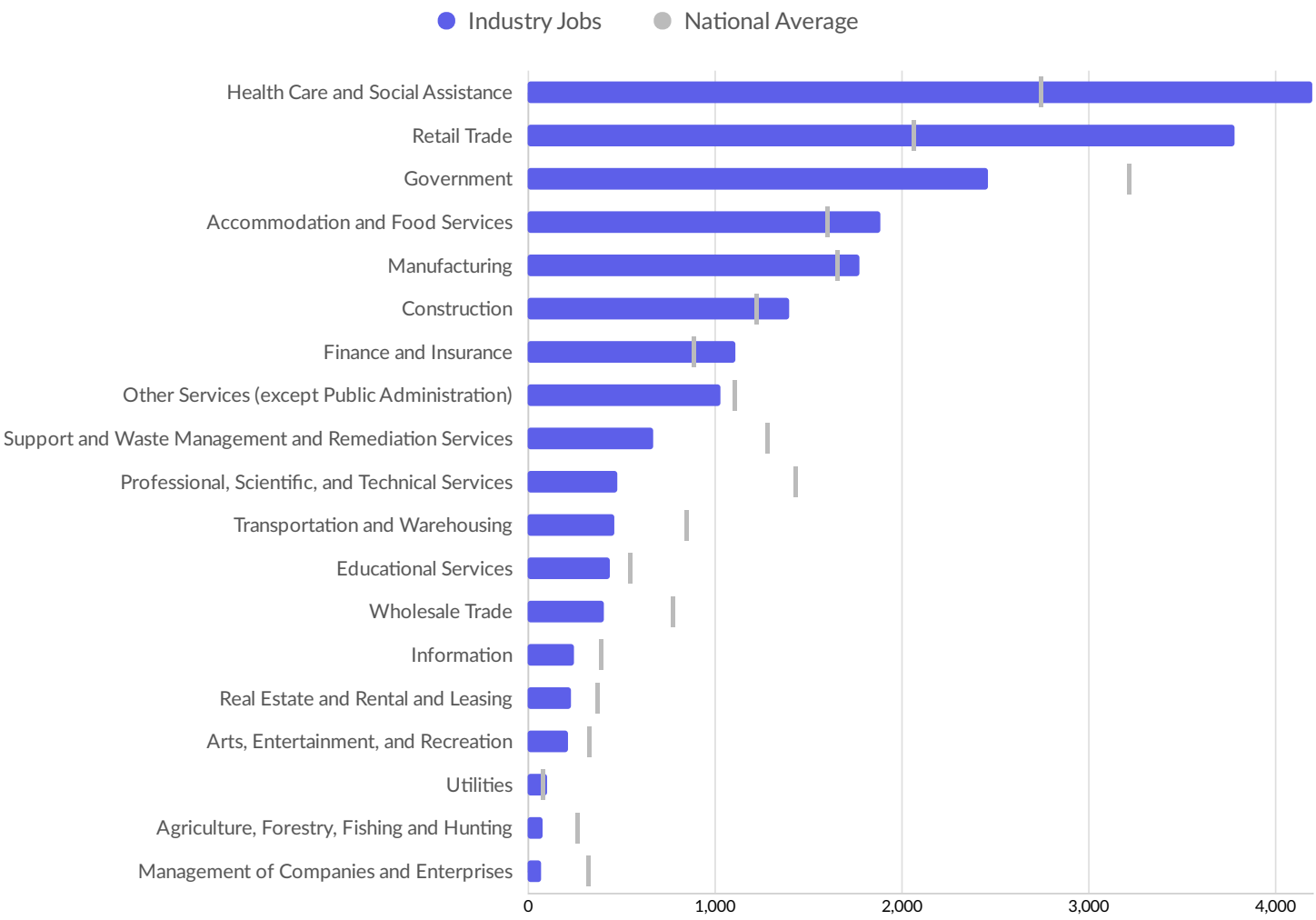
Top Industry GRP



Top Industry Earnings

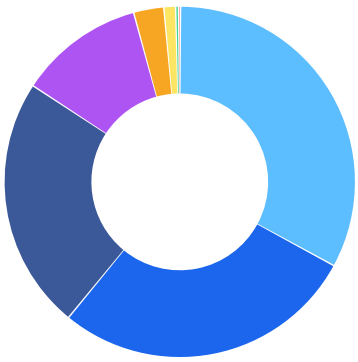


Largest Industries



Business Characteristics

Business Size

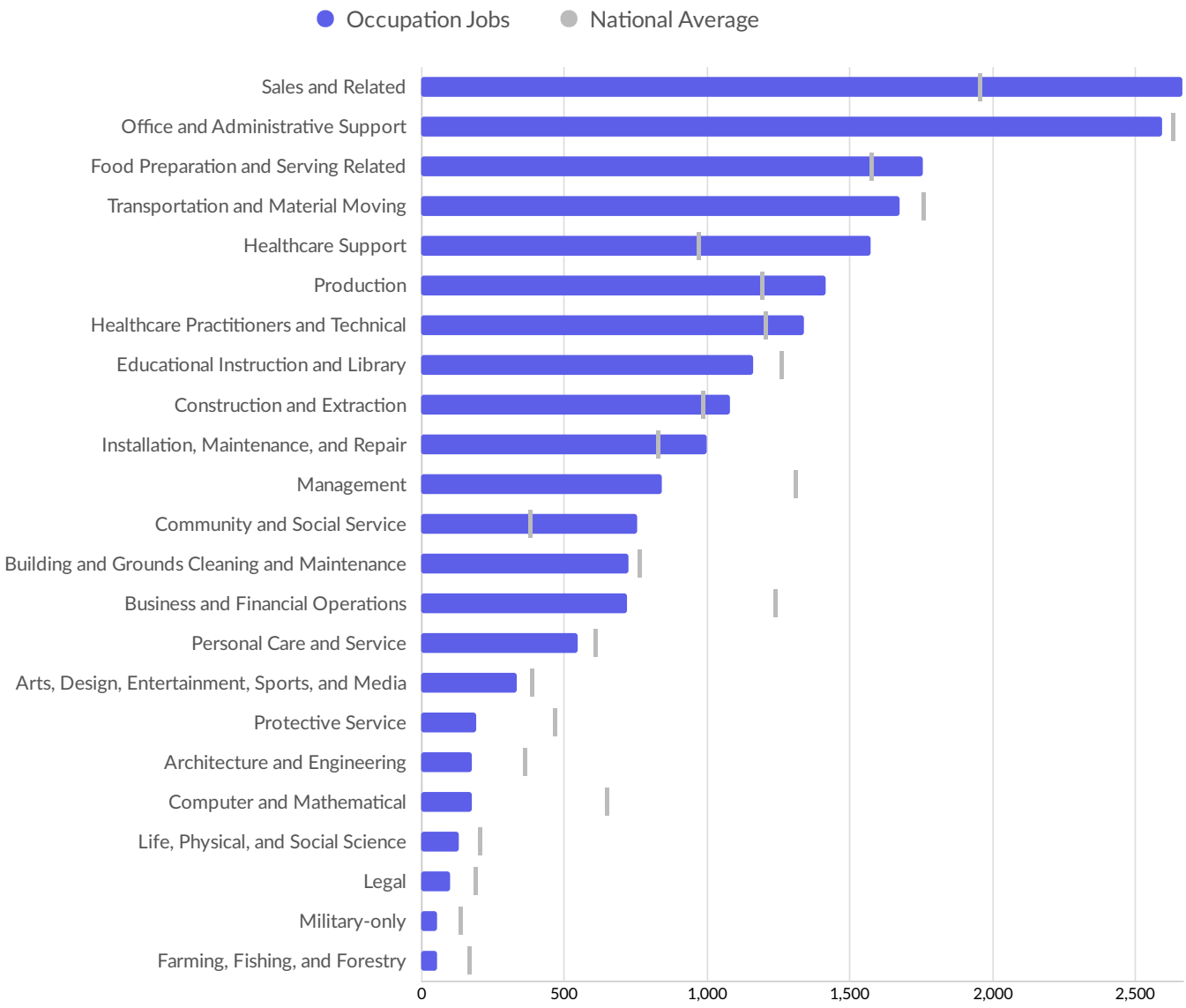


	Percentage	Business Count
1 to 4 employees	32.9%	732
5 to 9 employees	28.0%	624
10 to 19 employees	23.3%	519
20 to 49 employees	11.5%	257
50 to 99 employees	2.8%	62
100 to 249 employees	1.1%	24
250 to 499 employees	0.3%	6
500+ employees	0.2%	4

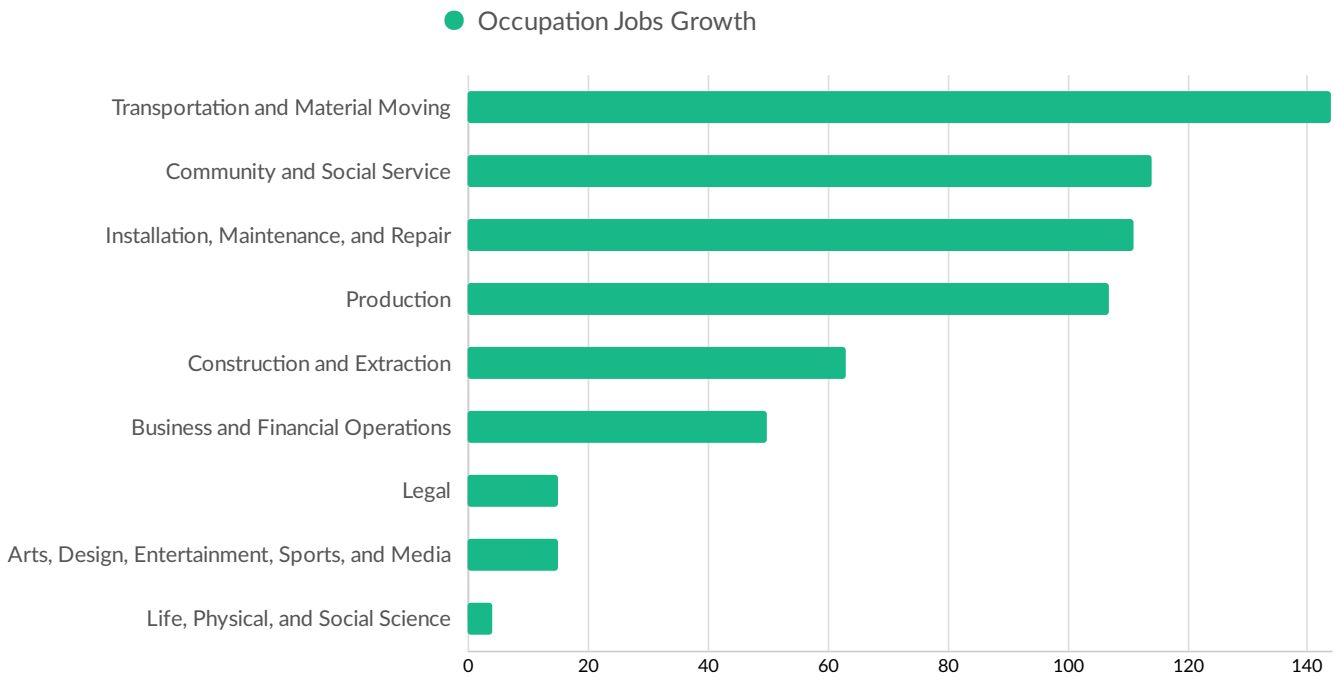
**Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.*

Workforce Characteristics

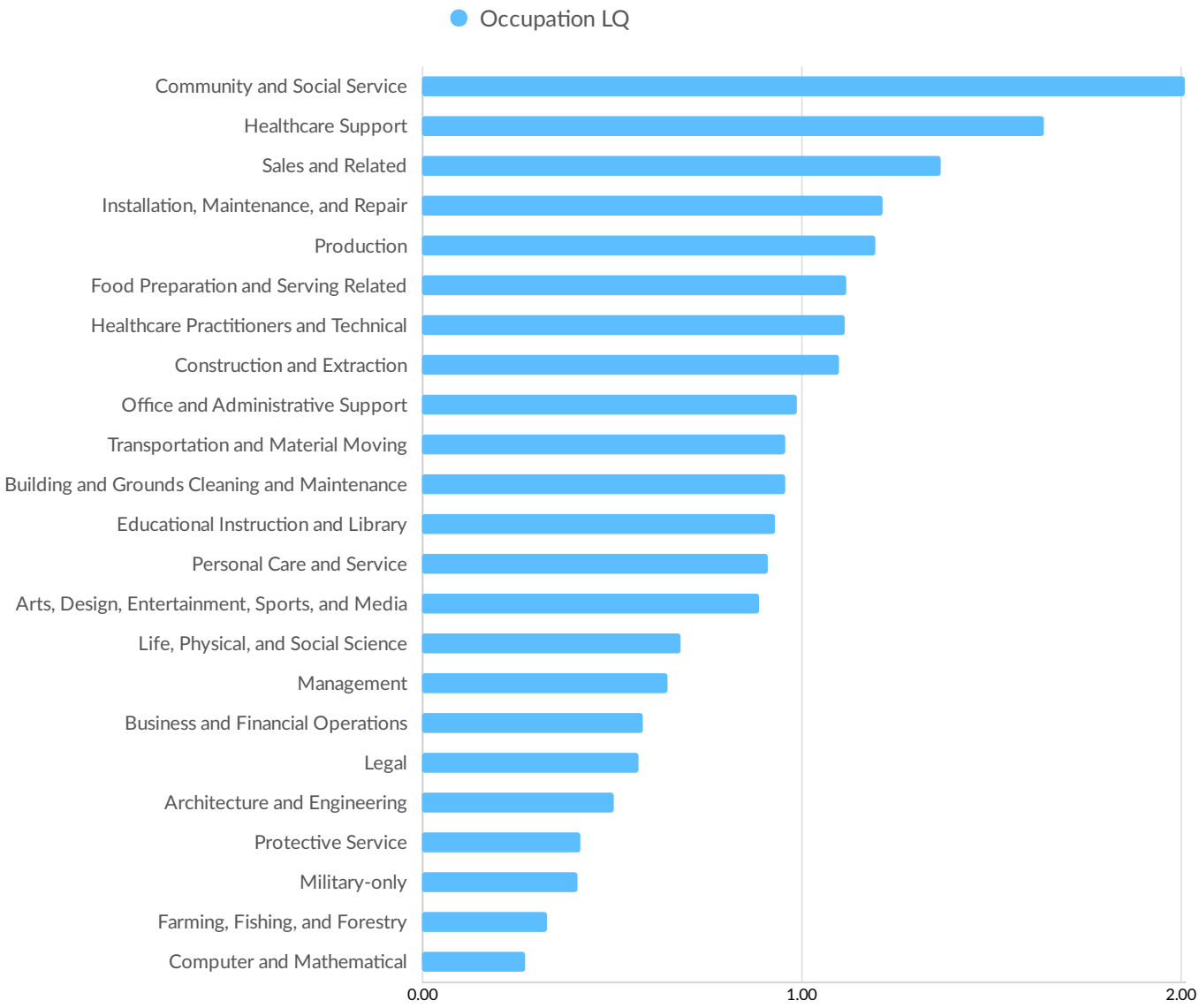
Largest Occupations



Top Growing Occupations



Top Occupation LQ

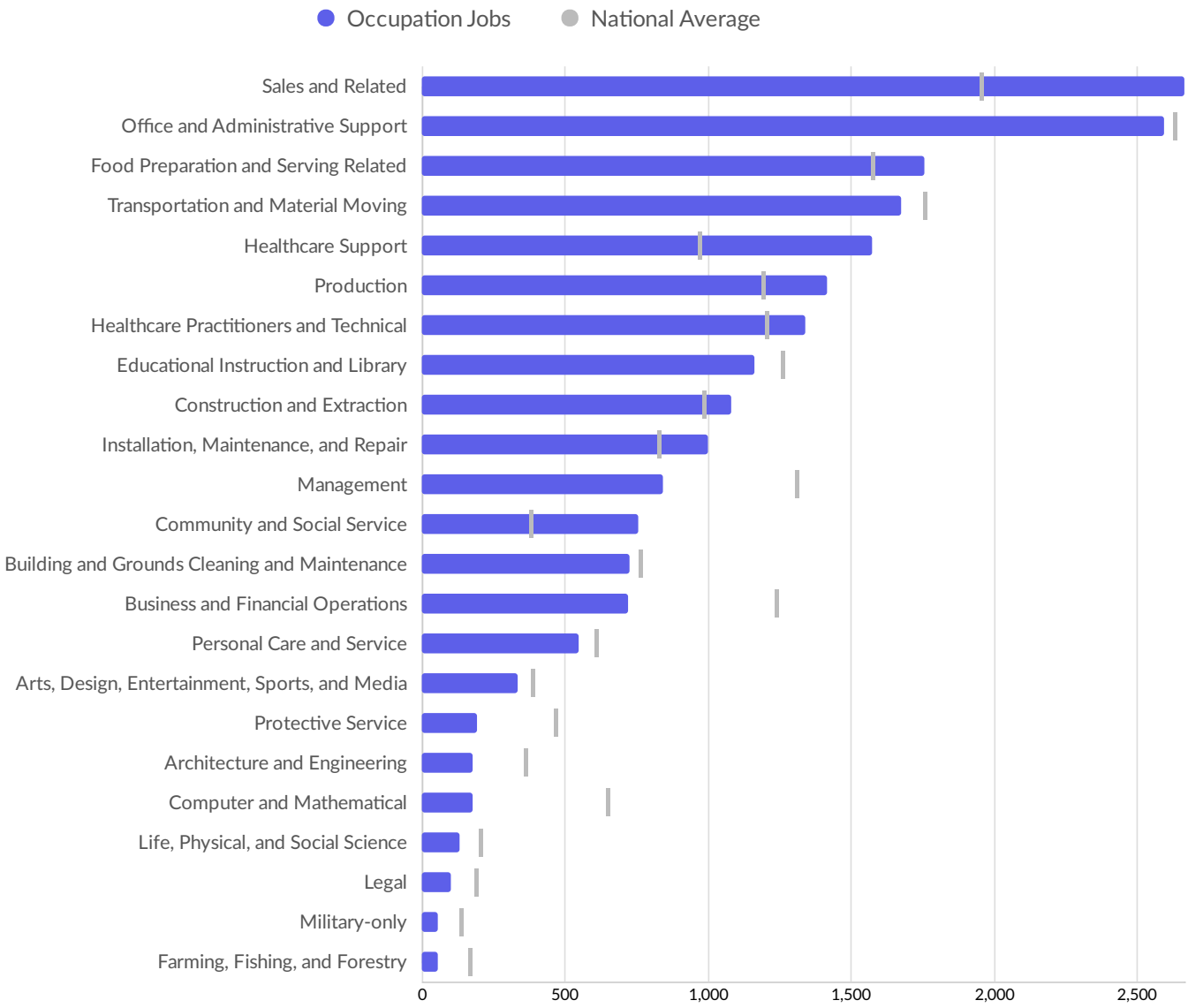


Top Occupation Earnings

Postings data is not available for the currently selected region.

Underemployment data is not available for the currently selected region.

Largest Occupations



Educational Pipeline

In 2019, there were 817 graduates in 2 Minnesota ZIPs. This pipeline has shrunk by 15% over the last 5 years. The highest share of these graduates come from Liberal Arts and Sciences/Liberal Studies, Registered Nursing/Registered Nurse, and Licensed Practical/Vocational Nurse Training.

School	Total Graduates (2019)	Graduate Trend (2015 - 2019)
Central Lakes College-Brainerd	817	